

# GREENSBORO DOWNTOWN AREA PLANS

1998-2008



## *Background*

- The Southside neighborhood was originally one of Greensboro's premier neighborhoods with its large homes along Gorrell, Murray, and McAdoo streets, as well as Asheboro Street (now renamed Martin Luther King, Jr. Drive). Over the years, the area has suffered, as once owner-occupied homes were split into poorly maintained rental units and its character diversified with warehousing and light industrial uses
- From the Center City Development Plan a concern arose that the majority of downtown investment was concentrated on N Elm Street. The Southside area was identified in the plan as an opportunity site because of the recent success seen in Old Greensborough
- In 1996 the Greensboro City Council approved a bond package that included \$5 million funding for the redevelopment of the blighted neighborhood on the southern edge of the downtown

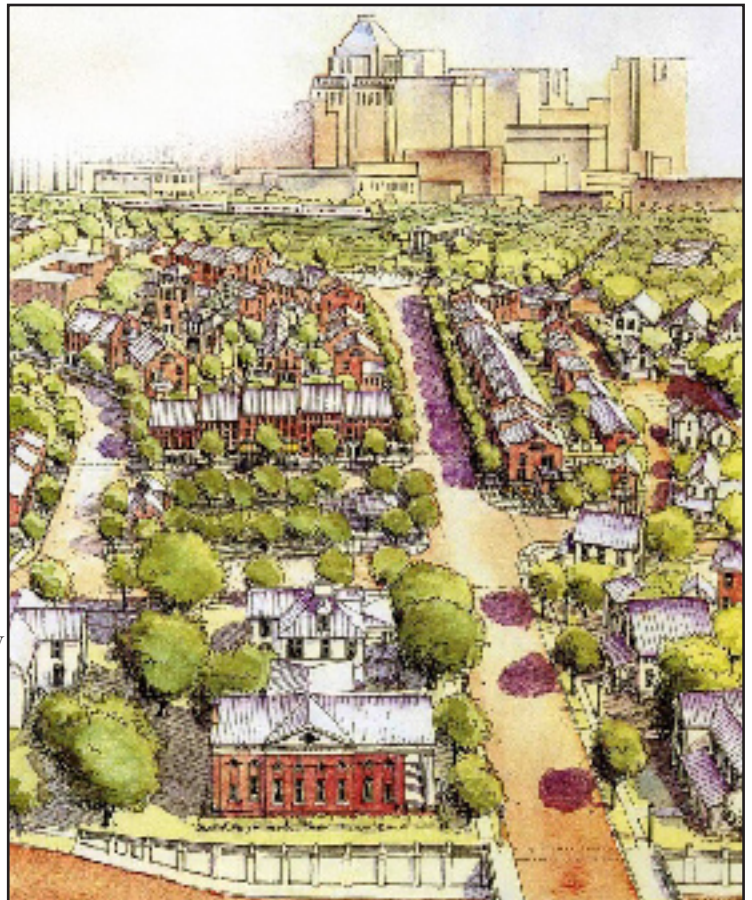
## *Major Recommendations*

- Streetscape improvements
- Infrastructure and site improvements including landscaping, neighborhood commons
- Property acquisition, assembly and resale
- Gap financing
- Create a Southside Area Overlay District to allow for changes in dimensional and design standards

## *Accomplishments*

- Streetscape improvements
- Infrastructure and site improvements including landscaping, neighborhood commons
- Property acquisition, assembly and resale
- Gap financing
- Create a Southside Area Overlay District to allow for changes in dimensional and design standards (creation of TN-1 zoning district)

## *Yet to be Done*



### *Background*

- \$1 million in bonds fund approved by voters in 1996. Desire by the local community to establish a plan for the disbursement of these funds for public projects to leverage private interests.
- Creation of E Market St Development Corporation (EMSDC) in 1997

### *Major Recommendations*

- Streetscape improvements
- Design gateways at US 29 and the Norfolk Southern overpass
- Improve code enforcement
- Encourage retail and commercial development
- Create accessible development sites
- Strengthen development standards
- Minority / entrepreneurial business development

### *Accomplishments*

- Streetscape improvements
- Improve code enforcement
- Strengthen development standards
- Encourage retail and commercial development (on going)
- Minority / entrepreneurial business development (on going)

### *Yet to be Done*

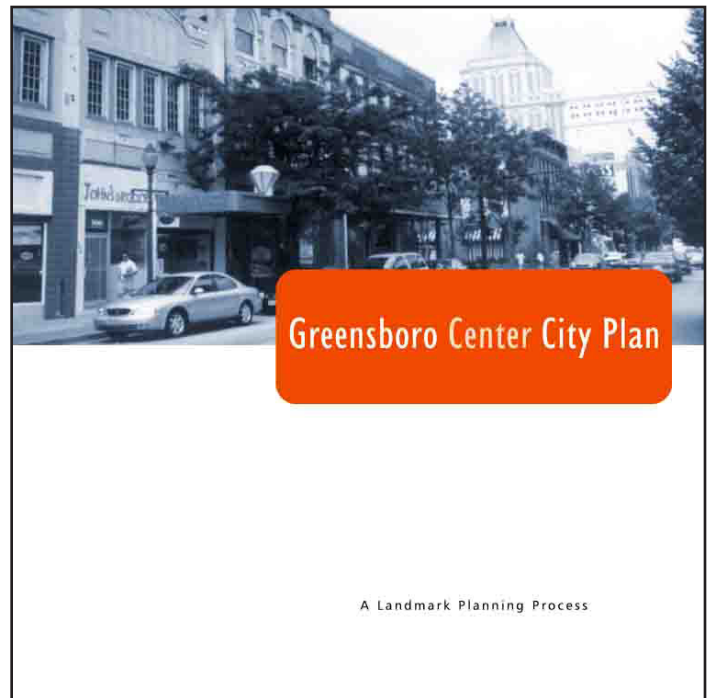
- Gateways at US 29 and the Norfolk Southern overpass
- Encourage retail and commercial development (on going)
- Minority / entrepreneurial business development (on going)

### *Background*

- Fall 2000 – Citizens defeated Millennium Park (major public space for the Center City) bond referendum. The prevailing opinion was that the community needed a larger vision for the Center City to understand the importance and relevance of independent projects.
- The Center City Plan places many projects that work in harmony to revitalize the city.
- The Plan was designed to build on the recent successes of smaller initiatives primarily along Elm Street.

### *Major Recommendations*

- Develop park and greenway/ trails system-  
Greenway & Center City  
Park
- Minor League Ballpark
- Concert Hall
- Civil Rights Museum
- Development Incentives
- Triad Stage
- The Grand Boulevard- funding, planning & design
- Design & Planning of Bellemeade, Church Street, Morehead and Southside Districts
- Market & promote downtown Greensboro
- Update zoning and create a design policy
- Facilitate public/ private partnerships
- Develop transit alternatives



### *Accomplishments*

- Center City Park
- Housing Incentives
- Triad Stage
- Design Policy (in process)
- S Elm St redevelopment (in process)
- Minor League Ballpark
- Planning in Bellemeade and Church Street Districts
- Downtown Greenway (in process)
- Civil Rights Museum (in process)

### *Yet to be Done*

- Concert Hall
- Design & Planning of Morehead District
- The Grand Boulevard
- Develop transit alternatives



## *Background*

Following the Aycock Neighborhood District Plan, the Strategic Plan sought to:

- Pull in a broader base of involvement and support for the neighborhood planning process
- Establish consensus on actions and priorities for improvements in the neighborhood
- Link the plan's recommendations to the City's work program and budget process
- Generally, increase awareness that the planning effort exists

## *Major Recommendations*

- Redesign/ Improve Summit Avenue as a Primary Gateway to the Downtown
- Create regulatory tools governing development along Summit Avenue
- Enhance the organizational capacity of the neighborhood association
- Implement miscellaneous transportation and traffic improvements
- Prepare plan for War Memorial Stadium and Veterans Plaza area
- Enhance/ Update the existing Master Plan for Sternberger Park
- Improve the upkeep of residential properties
- Move power lines and overhead utilities when opportunities arise
- Install neighborhood entryway markers
- Prepare long range plan for Murrow Blvd./ Aycock Square

## *Accomplishments*

- Redesign Summit Avenue
- Enhance the organizational capacity of the neighborhood association
- Prepare plan for War Memorial Stadium and Veterans Plaza area
- Enhance/ update the existing Master Plan for Sternberger Park (on going)
- Improve the upkeep of residential properties (on going)

## *Yet to be Done*

- Create regulatory tools governing development along Summit Avenue
- Implement miscellaneous transportation and traffic improvements
- Move power lines and overhead utilities when opportunities arise
- Install neighborhood entryway markers
- Prepare long range plan for Murrow Blvd./ Aycock Square



## *Background*

The Redevelopment Plan calls for the continued revitalization of Ole Asheboro based on infill, public improvements and linkages to the region. By defining strategic initiatives for the neighborhood, the plan focuses on redevelopment efforts over the next several years.

## *Major Recommendations*

- City Council Plan approval
- Revisions to zoning & land uses
- Property acquisition and assembly
- Street layout and horizontal improvements
- Solicitation for development proposals

## *Accomplishments*

- City Council Plan approval
- Revisions to zoning & land uses (approval of TN-1 zoning district)
- Property acquisition and assembly
- Solicitation for development proposals

## *Yet to be Done*

- Street layout and horizontal improvements



# CEDAR STREET/ BELLEMEADE AREA STRATEGIC PLAN

2005

CITY OF GREENSBORO

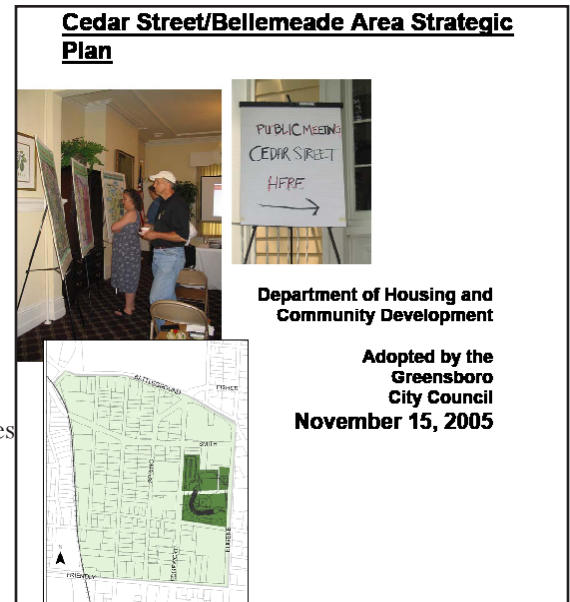
---

## ***Background***

In 2005 City Council directed staff to prepare a strategic plan for the area due to recent changes in development patterns. Among these changes were the creation of the minor league baseball park and several rezonings that resulted in demolitions of old homes and changes of use.

## ***Major Recommendations***

- Create a neighborhood conservation district
- Nominate area as a National Register Historic District
- Rehab loan assistance
- Create neighborhood and pedestrian friendly zoning
- Study development of Guilford County Schools property
- Work with Downtown Greenway
- Offer technical assistance to property owners interested in development
- Partner with large land owners to develop under utilized spaces
- Enhance the organizational capacity of the neighborhood association
- Work with Police Dept and local universities to improve the quality of life in the area
- Create a pedestrian and bicycle friendly environment including enhanced crosswalks, on street parking, improving lighting and sidewalks and evaluating speeds along thoroughfares



## ***Accomplishments***

- Create neighborhood and pedestrian friendly zoning (on going)
- Work with Downtown Greenway (on going)
- Offer technical assistance to property owners interested in development (on going)

## ***Yet to be Done***

- Create a neighborhood conservation district
- Nominate area as a National Register Historic District
- Rehab loan assistance
- Study development of Guilford County Schools property
- Partner with large land owners to develop under utilized spaces
- Enhance the organizational capacity of the neighborhood association
- Work with Police Dept and local universities to improve the quality of life in the area
- Create a pedestrian and bicycle friendly environment including enhanced crosswalks, on street parking, improving lighting and sidewalks and evaluating speeds along thoroughfares



### ***Background***

As a gateway into Downtown and the Aycock Neighborhood, the Summit Avenue corridor has a significant impact on the surrounding area. Both the visual and economic health of the downtown and Aycock are affected by the successes in the corridor. As an implementation step of the Aycock Strategic Plan, this corridor plan was created to outline how the improvement of Summit and Yanceyville can continue the revitalization processes already begun in Aycock and Downtown. A municipal bond package was approved for the physical improvements proposed in the corridor plan in 2008.

### ***Major Recommendations***

- Frame the road with street trees in the median and on private property
- Encourage the private sector to build infill development that is compatible with the existing architecture and desired land uses
- Improve regulatory framework for infill development
- Use gateway features to help “announce” the area
- A ‘road diet’ to allow for bicycle lanes
- Unify War Memorial Stadium and the Farmer’s Market within a unified park setting
- Neighborhood branding
- Remove extra utility wires
- Murrow Blvd redesign to an on-grade intersection
- Retain Summit Ave as part of the local historic district

### ***Accomplishments***

- Retain Summit Ave as part of the local historic district
- Plant trees along Summit on private property

### ***Yet to be Done***

- Frame the road with street trees in the median and on private property
- Encourage the private sector to build infill development that is compatible with the existing architecture and desired land uses
- Improve regulatory framework for infill development
- Use gateway features to help “announce” the area
- A ‘road diet’ to allow for bicycle lanes
- Unify War Memorial Stadium and the Farmer’s Market within a unified park setting
- Neighborhood branding
- Remove extra utility wires
- Murrow Blvd redesign to an on-grade intersection



FINAL DRAFT FOR ADOPTION

### ***Summit Avenue Corridor Plan***

City of Greensboro  
Department of Housing and Community Development





# S ELM STREET REDEVELOPMENT PLAN

2006

CITY OF GREENSBORO & CHAN KRIEGER

---

## ***Background***

In 2002 the Core Area was targeted as a possible location for new minor league ballpark; at the time of that proposal, however, environmental investigations revealed considerable soil contamination on the site. The First Horizon ballpark was subsequently built at its current location north of City Hall, but the City remained committed to returning the original site to productive use. To initiate the clean-up process, the City secured over \$6 million in grants and loans from the Community Development Block Grant (CDBG) program, the Environmental Protection Agency (EPA), HUD's Brownfield Economic Development Initiative (BEDI), and other City funding sources.

## ***Major Recommendations***

- Plan approval by City Council
- Site clean up
- Public improvements
- Land acquisition
- Code enforcement
- Developer selection
- Zoning revisions

## ***Accomplishments***

- Plan approval by City Council
- Land acquisition
- Zoning revisions

## ***Yet to be Done***

- Site clean up
- Public improvements
- Code enforcement
- Developer selection



October 2006

**South Elm Street Redevelopment Plan**

greensboro north carolina

### *Background*

Working with the national consulting firm of H. Blount Hunter Retail & Real Estate Research Company, DGI commissioned a market analysis of retail in Downtown. The project was funded by a grant from the CEMELA Foundation.

### *Major Recommendations*

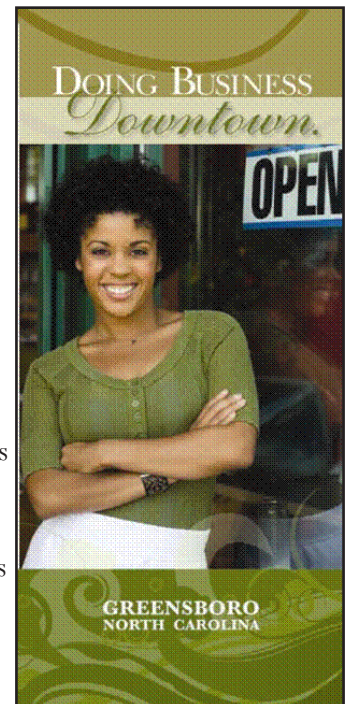
- Concentrate Retailing on S. Elm
- Provide training to help retailers perform better
- Designate the 100 to 600 blocks of South Elm as the “priority retail development zone” and encourage shops and stores that offer merchandise in targeted categories to locate here.
- Two-year goal for retail growth is 75,000 to 100,000 square feet.
- Seek adoption of minimum building maintenance standards for commercial properties.
- Seek adoption of building codes to eliminate visual blight that is used by other cities.
- Develop economic development tools to bridge a gap of \$50 per square foot or more to prepare space for the desired retail tenants
- DGI needs to lead a long term recruitment and retention program
- Designate staff to focus on retail recruitment or hire a broker to represent Downtown space
- Consider master leasing space to insure retail tenants occupy the building
- Expand efforts to position Downtown as a shopping destination

### *Accomplishments*

- Seek adoption of minimum building maintenance standards for commercial properties- in process
- Expand efforts to position Downtown as a shopping destination- in process
- Broker education
- Incentive program

### *Yet to be Done*

- Concentrate retailing on S. Elm
- Provide training to help retailers perform better
- Designate the 100 to 600 blocks of South Elm as the “priority retail development zone” and encourage shops and stores that offer merchandise in targeted categories to locate here
- Two-year goal for retail growth is 75,000 to 100,000 square feet
- Seek adoption of building codes to eliminate visual blight that is used by other cities
- DGI needs to lead a long term recruitment and retention program
- Consider master leasing space to insure retail tenants occupy the building



### **Background**

The Strategy plan sought to build upon recent success by activating development, enhancing the pedestrian experience, and promoting greater vitality east of Elm St. It also aims to strengthen and connect existing artistic, cultural and entertainment assets throughout the center city area.

### **Major Recommendations**

- Develop Church St Investment Council (CSIC)
- “Finish” and manage Elm St  
Lewis St improvements, Civil Rights Museum, use public art as a connector beyond the railroad tracks
- Signature signage for streetscape
- Update/ improve existing zoning standards to address the pedestrian experience
- Develop a shared parking program
- Brand and market Church St as a cultural district
- Enhance existing facade program
- Support development of Weaver site
- Create a cultural anchor at News & Record parking site
- Prepare the GTA site for mixed use development



### **Accomplishments**

- Update/ improve existing zoning standards to address the pedestrian experience- in process

### **Yet to be Done**

- Seek adoption of plan
- Develop Church St Investment Council (CSIC)
- “Finish” and manage Elm St  
Lewis St improvements, Civil Rights Museum, use public art as a connector beyond the railroad tracks
- Signature signage for streetscape
- Update/ improve existing zoning standards to address the pedestrian experience
- Develop a shared parking program
- Brand and market Church St as a cultural district
- Enhance existing facade program
- Support development of Weaver site
- Create a cultural anchor at News & Record parking site
- Prepare the GTA site for mixed use development



# HIGH POINT ROAD/ WEST LEE STREET PLAN 2008

CITY OF GREENSBORO & TESKA ASSOC.

## **Background**

High Point Road and West Lee Street was identified in the City's 2003 Comprehensive Plan as a reinvestment corridor which "would benefit from significant public and private investment to enhance economic viability and strengthen adjacent neighborhoods". Phase 1 of the plan runs from Interstate 40 to S. Eugene Street, leading into downtown.

## **Major Recommendations**

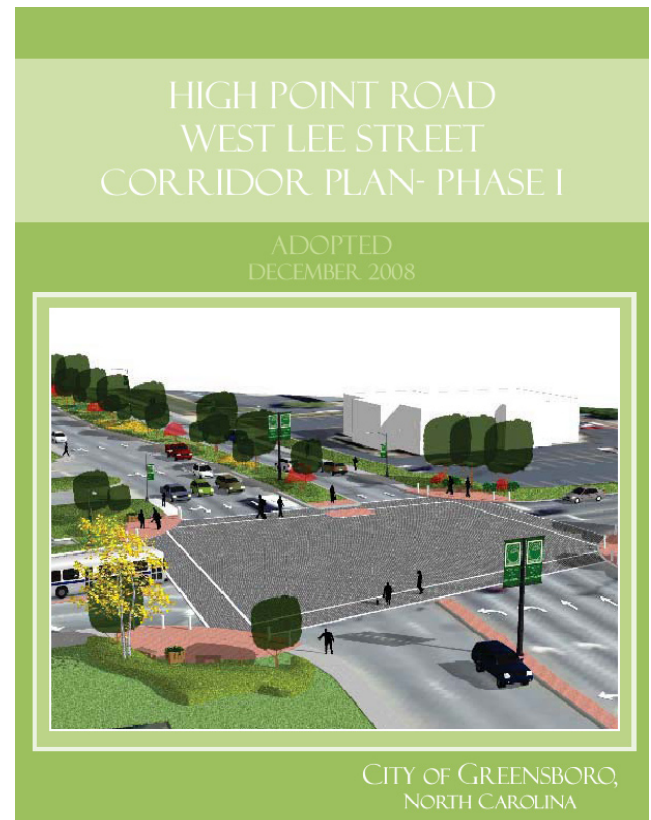
- Significant public and private investment focused around three "villages".
  - University/Mixed Use; Sports, Recreation and Fitness; and Hospitality
- Improve roadway to enhance safety and support all modes of transportation
- Improve corridor appearance through overlay district and development incentives
- Increase density and mix of land uses compatible with adjacent neighborhoods
- Improve public safety and perception of corridor for new investment
- Support improvements for adjacent neighborhoods
- Create formal citizen group to oversee and advocate for Plan implementation
- Develop and implement comprehensive corridor marketing strategies
- Encourage strong public private partnerships
- Encourage reuse of properties with historic or unique characteristics
- Support homeless day center and central site for day laborers
- Integrate/support related planning efforts (ex. Glenwood Neighborhood Plan, UNCG Master Plan)

## **Accomplishments**

- Plan adopted by City Council (December 2008)
- Central Gateway Corridor Partnership formed
- Streetscape Implementation Plan under development
- Significant Public and Private investments
  - Former Coliseum Inn and Canada Dry properties
  - Regional Swim Center and ACC Hall of Champions
  - Approved Streetscape Bond Funds (\$7.5 million from Nov. 2008 bonds)
  - Fulton Place Apartments
  - Lofts on Lee (mixed use)
  - Koury Development (multifamily)
- Homeless Day Shelter created


## **Yet to be Done**

- Complete Streetscape Implementation Plan/begin improvements
- Create/adopt development toolbox to guide future investments
- Create/implement corridor marketing strategies
- Facilitate additional public-private partnerships
- Support additional Neighborhoods Plans and Conservation Overlays




## Legend


 Landmark Properties


 Downtown Greenway


## Local Historic District


### NAME


 CHARLES B. AYCOCK


 COLLEGE HILL


 FISHER PARK


 National Register Historic District


 East Market St Ped Overlay


 High Point Rd/ W Lee Street Corridor Plan


 S Elm Redevelopment Area

 Ole Asheboro Redevelopment Area


 Cultural District Planning Area

 Summit Ave Corridor Plan


 Cedar/ Bellemeade Plan


 Southside TN-1 Zone


### Center City Plan


 <all other values>

### Name

 Bellemeade

 Church Street

 Morehead

 Southside

